

1 Amend 2 Cal. Code Regs. Section 18450.1 to read:

2 **§ 18450.1. Definitions. Advertisement Disclosure.**

3 (a) An advertisement as defined in Government Code section 84501 includes but is
4 not limited to the following:

5 (1) Programming received by a television or radio;

6 (2) A communication as described in subdivision (a) of ~~Government Code section~~
7 Section 84501 that is placed in broadcast, print, or electronic media ~~a newspaper, periodical,~~
8 ~~magazine of general circulation;~~

9 (3) A telephone, ~~or facsimile,~~ or electronic message that is not solicited by the
10 recipient and is intended for delivery in substantially similar form to 200 or more households;

11 (4) A direct mailing that is not solicited by the recipient and is intended for delivery
12 in substantially similar form to 200 or more households;

13 (5) Posters, door hangers, and yard signs produced in quantities of 200 or more;

14 (6) A billboard;

15 (7) Campaign buttons 10 inches in diameter or larger, and bumper stickers 60 square
16 inches or larger produced in quantities of 200 or more.

17 (b) In addition to the exempted communications in subdivision (b) of Government
18 Code section 84501, the following are not an "advertisement":

19 (1) A small promotional item (e.g., pen, pin, etc.) upon which the disclosures required
20 by ~~Government Code sections~~ Sections 84503, 84506 and 84507 cannot be conveniently
21 printed or displayed, wearing apparel, and skywriting;

22 (2) A communication from an organization to its members, other than a
23 communication from a political party to its members.

1 ~~(3) A web-based or Internet-based communication.~~

2 Note: Authority Cited: Section 83112, Government Code. Reference: Sections 84501,

3 84502, 84503, 84504, 84505, 84506, 84507, 84508, 84509, 84510 and 84511, Government

4 Code.